

Flexible & Scalable Offshore Delivery Center Lowers TCO & Enhances Customer Experience



SITUATION

The customer (a US based firm) was seeking an Indian partner to help establish a technology delivery center (captive) in India, including setup of operations, delivery support and ongoing support as needed. This was necessitated to enable their business units to have the necessary competitive and cost advantage.

IMPACT

The customer tried to acquire its Indian partner but was unable to come to terms and hence decided to establish operations (captive center) on its own in India.

RESOLUTION

ITC Infotech's good brand name, strong financials and deep knowledge of the captive setup helped the customer set up their offshore delivery center easily and offer superior customer experience and enhanced delivery quality.

The Customer

The customer is a business consulting and technology solutions firm providing full-service management consulting services. It has a significant presence in the US market. The customer prides itself on hiring proven top tier talent while providing local delivery for clients at a better value.



The Need

The customer wanted to set up an offshore (India) captive center to meet market demand, thus helping the BU's (geographic offices and national practices) to bid on and execute work in a blended delivery model. They also wanted to bid and win support and maintenance contracts and project based work that could be delivered from the offshore (India) captive center.

Challenges

- Lack of adequate knowledge of Indian market
- Failed bid to acquire an Indian IT services partner
- Low brand awareness in the Indian market
- Low risk appetite

The Solution

ITC InfoTech was chosen by the customer to meet its primary business objective. ITC InfoTech provides scalability and dependability of a large organization and the flexibility and commitment of a mid-sized agile organization. As we say, we are "Small enough to care and Big enough to dare!". The following are the areas that ITC InfoTech proposed to help the customer:

- Location Analysis and Facilities Setup
 - Location Strategy
 - Facilities Search
 - Evaluation and Setup
 - Corporate Registration
 - Legal and Compliance
- Setting up IT and non-IT Infrastructure
 - Office Setup
 - Branding
 - IT Infrastructure Setup
- Talent Acquisition and Enablement Process
 - Governance Framework
 - Talent Acquisition
 - HR Model, Policies and Practices

- Steady State Operations, Delivery and Governance
 - Back Office Setup
 - Operational Support
 - Cost Optimization
 - Joint Governance

Business Benefits

- Supporting the customer in their captive setup journey
- Differentiating the customer in the industry with Joint Value Creation programs
- Support in delivering better quality and customer experience
- Lower Total Cost of Ownership (TCO) without compromising on customer experience and quality of the delivery and supplier credentials (stability, sustainability, etc.)

About ITC Infotech Business Consulting Group

The Business Consulting Group (BCG) at ITC Infotech is a converging point for business & IT solutions. We aim to transform business performance, bringing a strategic perspective on process improvement and IT enablement. Our team blends domain experts and consultants, bringing unique capabilities to discover and resolve business concerns of the day.

Our expertise spans Consumer Goods, Retail, Process Industry, Logistics & Transportation, across key business functions such as product development, production, supply chain management, sales and marketing management, field force management, and customer relationship management.

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